

SYSTEM FOR DISTRIBUTING AND SHOWING MULTIMEDIA ADVERTISING  
IN THEATRES AND METHOD OF OPERATION THEREOF

ABSTRACT OF THE DISCLOSURE

A system for, and method of, distributing and displaying advertising in theatres. In one embodiment, the system includes: (1) an advertising server having a database of advertisements, (2) a plurality of geographically distributed displays, associated with a corresponding plurality of theatres and coupled via a network to the advertising server and (3) a distribution controller, associated with the advertising server, that causes selected ones of the advertisements to be communicated from the advertising server via the network and displayed in the theatres on the plurality of displays.